

CLAIM AMENDMENTS

Sir:

In response to the Office Action of September 9, 2004, please amend the claims of the above-identified application as follows:

1. (Currently Amended) An electrical neon display device that allows for the interchangeability of the material being displayed, said device comprising:

- (a) an alternating current power track;
- (b) at least one neon track head that is removably attached and semi-permanently electrically connected to said track and housing a transformer for converting alternating current to direct current; and
- (c) at least one display member that is removably attached and semi-permanently electrically connected to said at least one track head.

2. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 1, wherein said device includes a plurality of individual display members removably attached and semipermanently electrically connected to a plurality of individual track heads.

3. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 2, wherein said display member includes a neon tube shaped in the configuration of a desired letter or design to be displayed by said device.

4. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 3, wherein said track head has one of a female electrical connector and a male electrical connector and said display member has an electrical connecting member opposite to that of the track head.

5. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 4, wherein said track head and said display member have ~~[[coacting]]~~ coactive connecting means that are utilized to ~~[[semi-permanently]]~~ removably connect said track head and display member together.

6. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 5, wherein said connecting means further includes a latch member that is ~~[[semi-permanently]]~~ removably associated with said track head and said display member.

7. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 1, wherein said track head and display member are associated in a fixed relationship with one another to form a unitary member.

8. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 1, wherein said device further includes ~~[[an]]~~ a rigid extension member that is disposed between said track head and said display member.

9. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 8, wherein said extension member has a flexible body portion to allow for the movement of said display member with respect to said power track.

10. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 9, wherein said extension member allows said display member to be pivoted at least ninety degrees with respect to said power track.

11. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 10, wherein said extension member is attached to said track

head in a fixed relationship and said display member is removably attached and semi-permanently ~~[[attached]]~~ electrically connected to said extension member.

12. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 10, wherein said extension member is removably attached and semi-permanently ~~[[attached]]~~ electrically connected to said track head and said display member is attached to said extension member in a fixed relationship.

13. (Currently Amended) ~~[[An]]~~The electrical neon display device as described in claim 10, wherein said extension member is attached to said ~~[[power]]~~ track head in a fixed relationship and said display member is attached to said extension ~~[[arm]]~~member in a fixed relationship.

14. (New) An electrical neon display device that allows for the interchangeability of the material being displayed, said device comprising:

- (a) an alternating current power track;
- (b) at least one neon track head that is removably attached and semi-permanently electrically connected to said track and housing a transformer for converting alternating current to direct current;
- (c) at least one display member;
- (d) a rigid extension member that is disposed between and connects said track head and said display member; and
- (e) said extension member has a flexible body portion to allow for the movement of said display member with respect to said power strip.

15. (New) The electrical neon display device as described in claim 14, wherein said extension member allows said display member to be pivoted at least ninety degrees with respect to said power track.

16. (New) The electrical neon display device as described in claim 15, wherein said extension member is attached to said track head in a fixed relationship and said display member is removably attached and semi-permanently electrically connected to said extension member.

17. (New) The electrical neon display device as described in claim 15, wherein said extension member is removably attached and semi-permanently electrically connected to said track head and said display member is attached to said extension member in a fixed relationship.

18. (New) The electrical neon display device as described in claim 15, wherein said extension member is attached to said track head in a fixed relationship and said display member is attached to said extension member in a fixed relationship.

19. (New) The electrical neon display device as described in claim 15, wherein said device includes a plurality of individual display members, a plurality of individual track heads, and a plurality of extension members disposed between and connecting the plurality of individual display members and the plurality of individual track heads.

20. (New) The electrical neon display device as described in claim 19, wherein said display member includes a neon tube shaped in the configuration of a desired letter or design to be displayed by said device.